



April 2026

This month, we're sharing how Concert Golf Partners is adopting AMP fairway mowers, along with the release of ProSlab IQ — a new graphical interface that enhances operator experience for our turf harvesters. We're also excited to mark a key milestone, with FireFly AMP mowers now operating in over half the U.S. states, reflecting growing adoption across a wide range of environments.

We also proudly returned as the Partner Sponsor for the Turfgrass Producers of Florida Annual Meeting and are looking ahead to upcoming opportunities to connect, including events by Lawn Solutions Australia and Turfgrass Growers Association in the UK.

Featured News & Articles

[Concert Golf Partners scales autonomous technology implementation](#)



Building on the success of its initial placement, Concert Golf Partners has announced an expanded rollout of FireFly Automatrix autonomous fairway mowers at additional premium clubs.

READ NOW

ProSlab IQ: Adaptive and Intuitive Harvester Controls



ProSlab IQ™ transforms the way turf farmers interact with their slab harvesters. This operating system simplifies complex functions, adapts automatically to real-world conditions, and delivers precise, consistent results. The software allows operators to focus on harvesting, not on managing the machine.

READ NOW

FireFly Social

Now Autonomously Maintaining Fairways in Hawaii



FireFly continues to expand its footprint, with AMP robotic mowers now operating in over half of all U.S. states. This milestone reflects the growing adoption of autonomous mowing technology by turf professionals seeking consistent performance and operational efficiency. Recent deployments, including Hawaii, highlight AMP's ability to perform reliably across a wide range of climates and course conditions.

[CHECK OUT THE COVERAGE](#)

Upcoming Events

Lawn Solutions Australia Global Turf Conference

May 18 – 19, 2026
Shellharbour, NSW

Turfgrass Growers Association Demonstration Day

July 2, 2026
Kent, UK

Harvester Service Schools

Congrats to all the operators and mechanics who have participated in one of 12 successful FireFly harvester training sessions so far this year!

Just three more sessions remain!

- July 13-16 Factory Experience + In-Depth ProSlab Training (English) Salt Lake City, UT. Don't miss your chance to attend this four-day, hands-on learning experience designed to equip operators and mechanics with the knowledge and practical skills necessary to safely operate, maintain, and troubleshoot FireFly ProSlab harvesters.
- July 28-29 ProSlab Training (English) Jourdanton, TX
- July 30-31 ProSlab Training (Spanish) Jourdanton, TX

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Recent Events



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Growing Better: The TPF Annual Meeting and Show

FireFly was proud to sponsor its second Growers' Breakfast at the Turfgrass Producers of Florida show. Held at Quail Creek Sporting Ranch, the event brought together Florida sod production professionals for discussion, networking, and insights on the challenges and opportunities shaping the market. We shared plans to expand our Florida tech support and parts availability.

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